



USDA National Retail Report - Chicken

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 06/25 thru 07/01.

(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Jun 25, 2021

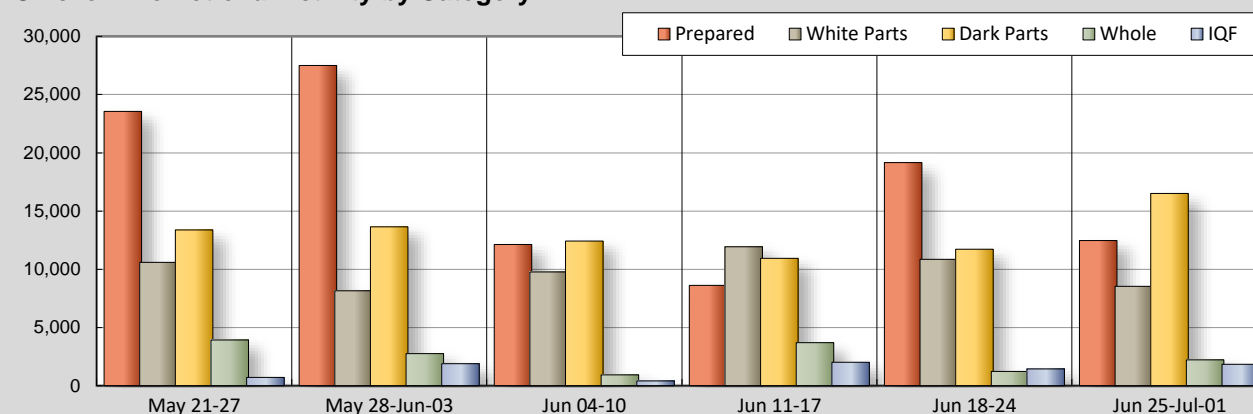
NATIONAL SUMMARY

	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	78.5% of 29,200 outlets		76.4% of 29,200 outlets		65.1% of 29,200 outlets	
Special Rate ^{4/}	13.2%		2.7%		7.8%	
Activity Index ^{2/}	41,584		44,417		49,583	
WHOLE BIRD:	Stores ^{3/}	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
bagged fryer	1,754	1.11	629	1.26	321	1.11
cut-up fryer	77	1.79	83	1.42	12	0.99
bagged roaster	266	1.61	260	1.57	58	1.69
Cornish (frs/frz)	127	2.99	260	2.97	114	2.71
PARTS:						
Bnls/Sknl's Breast						
regular pack	1,451	2.51	1,450	2.11	1,646	2.01
value pack	3,704	2.14	4,391	2.30	4,174	2.03
thin sliced	619	3.53	590	3.58	178	2.52
marinated	690	4.08	550	4.85	375	4.14
Breast Tenders						
regular pack	186	2.41	424	3.99	479	3.93
value pack	496	3.16	1,770	2.30	1,742	2.03
Split, bn-in Breast						
regular pack	663	1.00	670	1.01	1,262	1.90
value pack	649	1.93	999	1.73	1,459	1.87
Whole Wings	79	3.58	12	2.99	840	2.55
Leg Quarters						
tray pack	1,093	0.83	921	0.94	141	0.96
bagged	2,510	0.61	694	0.63	2,776	0.55
Legs	318	0.99	92	1.27		
Thighs						
regular pack	2,197	1.17	893	1.00	62	0.99
value pack	3,299	1.12	2,211	1.02	827	1.14
Drumsticks						
regular pack	2,631	1.20	1,754	1.08	146	0.90
value pack	4,028	1.08	2,547	1.03	1,369	1.10
Bnls/Sknl's Thighs						
regular pack	107	2.99	897	2.84	629	2.05
value pack	329	2.83	1,714	2.08	482	1.68
9-pc Combos						
drum-thigh-breast						
drum-thigh-wing						
IQF						
B/S Breast	1,691	1.98	1,021	2.28	554	2.19
Tenders	148	2.79	294	2.57	575	2.45
Wings	4	2.99			258	2.26
Party Wings			131	2.62	696	2.38

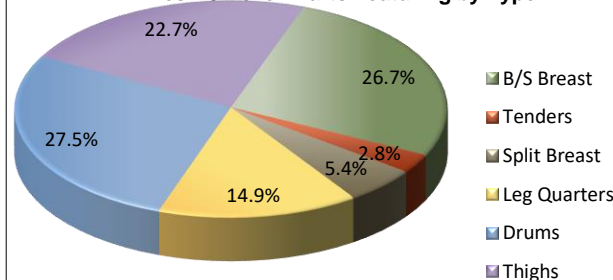
This Week's Chicken Feature Highlights

As the Fourth of July holiday is approaching, consumers will find more opportunities to save money while shopping. Bagged fryers push to capture the spotlight in the whole birds section with increased ad presence and lower prices. Overall, white parts are less visible this week and consumers may find themselves spending more on value pack tenders and split breasts. The dark meat section is featured the most in this week's ad cycle and prices for most items are on the rise as well. Nothing too exciting in the freezer aisle. The deli cools down this week, but all items are still readily available. While organic items may be a little harder to find, specialty items are present.

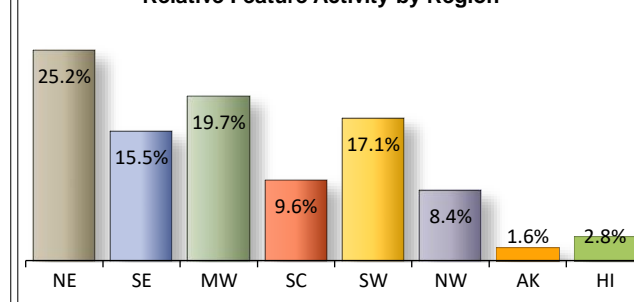
Chicken Promotional Activity by Category



Fresh Chicken Parts Featuring by Type



Relative Feature Activity by Region



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

^{1/} Feature Rate: the amount of sampled stores advertising any reported chicken item during the current week, expressed as a percentage of the total sample. ^{2/} Activity Index: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised chicken item (e.g., a retailer with 100 outlets featuring 3 chicken items has an activity index of 300). ^{3/} Stores/Avg: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. ^{4/} Special Rate: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Livestock, Poultry, & Grain Market News;

<http://www.ams.usda.gov/market-news/livestock-poultry-grain;>

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Fri. Jun 25, 2021

		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)				SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)				MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)			
Feature Rate ^{1/}		84.5% of 5,500 sampled outlets				80.7% of 7,400 sampled outlets				73.0% of 6,100 sampled outlets			
Special Rate ^{4/}		7.9% of stores w/ no-price promotions				22.4% of stores w/ no-price promotions				8.6% of stores w/ no-price promotions			
Activity Index ^{2/}		Activity Index = 7,464				Activity Index = 5,905				Activity Index = 5,960			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer		1.29 - 1.49		99	1.36	0.89 - 1.49		91	1.41	0.99 - 1.99		101	1.88
cut-up fryers						1.79		77	1.79				
bagged roaster		1.49		69	1.49	0.77		9	0.77	1.99		143	1.99
Cornish (frs/frz)		2.99		127	2.99								
PARTS:		Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg
Bnls/Sknls Breast													
regular pack		3.98	1.99 - 2.77	414	2.85		1.79 - 2.99	137	2.31	3.99	1.99 - 2.99	91	2.79
value pack		1.89 - 2.49	1.69 - 2.99	1,402	2.21		1.56 - 3.99	523	1.97		1.69 - 3.99	992	1.94
thin sliced		3.99	3.99	214	3.99	3.99	3.99	88	3.99		2.99 - 3.69	301	3.09
marinated			3.99	180	3.99						3.99 - 4.99	483	4.15
Breast Tenders													
regular pack			2.99	62	2.99						1.88 - 2.99	120	2.10
value pack		2.79	3.29 - 3.99	238	3.34						2.99	258	2.99
Split, bn-in Breast													
regular pack													
value pack			1.68 - 3.49	314	2.33		1.28 - 1.69	41	1.39				
Whole Wings			3.49	62	3.49								
Leg Quarters													
tray pack		0.49	0.69	265	0.64						0.88 - 1.19	159	0.90
bagged			0.59 - 0.89	375	0.72		0.59 - 0.69	1,146	0.59		0.49 - 0.99	190	0.70
Legs			0.99	210	0.99						0.99	108	0.99
Thighs													
regular pack		1.69	1.29	209	1.53		0.98 - 1.29	965	1.29		0.99	201	0.99
value pack		1.49 - 1.69	0.99 - 1.99	1,122	1.29	0.89 - 1.19	0.99 - 1.19	486	1.00	1.49	0.99 - 1.69	878	1.09
Drumsticks													
regular pack		1.69	1.29	209	1.53		0.98 - 1.29	1,417	1.29		0.79	10	0.79
value pack		0.99 - 1.99	0.99	1,108	1.29	0.76 - 1.19	0.99 - 1.19	617	0.95	1.49	0.99 - 1.39	1,091	1.12
Bnls/Sknls Thighs													
regular pack			2.99	107	2.99								
value pack		3.49	2.49 - 2.99	242	2.90						2.49 - 2.79	87	2.64
9-pc Combos													
drum-thigh-breast													
drum-thigh-wing													
ICL	B/S Breast	2.00	1.49 - 3.00	436	1.91		1.49 - 3.00	308	1.98	1.60 - 1.66	1.49 - 2.79	599	1.93
	Tenders									2.79		148	2.79
	Wings					2.80		2.80					
Party Wings													

Source: USDA Livestock, Poultry, & Grain Market News;

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Fri. Jun 25, 2021

	SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)				SOUTHWEST U.S. (AZ,CA,NV,UT)				NORTHWEST U.S. (ID,MT,OR,WA,WY)			
Feature Rate ^{1/}	74.7% of 4,900 sampled outlets				77.4% of 3,800 sampled outlets				88.0% of 1,300 sampled outlets			
Special Rate ^{4/}	10.7% of stores w/ no-price promotions				0.0% of stores w/ no-price promotions				54.1% of stores w/ no-price promotions			
Activity Index ^{2/}	Activity Index = 3,537				Activity Index = 4,977				Activity Index = 1,175			
WHOLE BIRD:	Price Range	Stores	Wtd Avg		Price Range	Stores	Wtd Avg		Price Range	Stores	Wtd Avg	
		4/				4/				4/		
bagged fryer	0.89 - 1.79	241	1.35		0.77 - 1.69	1,187	0.94		1.39 - 1.49	30	1.44	
cut-up fryer												
bagged roaster	0.77	45	0.77									
Cornish (frs/frz)												
PARTS:	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg
Bnls/Sknls Breast												
regular pack						2.99 - 3.99	35	3.30	3.99	1.99 - 2.99	737	2.12
value pack	1.99	1.49 - 2.99	517	2.11	3.99 - 54.00	1.69 - 4.69	224	2.87		1.99 - 2.29	26	2.11
thin sliced		2.98	16	2.98								
marinated		2.98 - 3.99	27	3.39								
Breast Tenders												
regular pack												
value pack												
Split, bn-in Breast												
regular pack		0.99	14	0.99	0.99		645	0.99				
value pack		1.49 - 1.69	125	1.58	2.29	1.19	169	1.58				
Whole Wings										3.98	15	3.98
Leg Quarters												
tray pack		0.87 - 1.19	528	0.88	0.89	0.89 - 0.99	117	0.90		0.99	24	0.99
bagged		0.47 - 0.67	154	0.54	0.59		645	0.59				
Legs												
Thighs												
regular pack	1.69	0.99	71	1.10	0.97		645	0.97		0.99	95	0.99
value pack	1.19 - 1.49	0.87 - 0.99	584	0.94	1.29 - 1.79	0.77 - 2.49	153	1.02		0.99 - 2.49	76	1.47
Drumsticks												
regular pack	1.69	0.99 - 1.29	80	1.26	0.97	0.79 - 1.79	805	0.98		0.88 - 0.99	99	0.99
value pack	1.19 - 1.49	0.49 - 1.39	896	0.91	0.99 - 1.79	0.69 - 0.77	243	0.92	1.29	0.99 - 1.28	73	1.25
Bnls/Sknls Thighs												
regular pack												
value pack												
9-pc Combos												
drum-thigh-breast												
drum-thigh-wing												
B/S Breast	1.66 - 2.79	1.49 - 2.79	239	2.20	1.99		109	1.99				
Tenders												
Wings												
Party Wings												

Source: USDA Livestock, Poultry, & Grain Market News;

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		ALASKA (AK)				HAWAII (HI)					
Feature Rate ^{1/} Special Rate ^{4/} Activity Index ^{2/}		79.0% of 100 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 75				34.3% of 100 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 23					
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/		
bagged fryer		1.89		2	1.89	2.09		3	2.09		
cut-up fryer											
bagged roaster											
Cornish (frs/frz)											
PARTS:		Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg		
Bnls/Sknls Breast											
regular pack			5.99	37	5.99						
value pack							3.99	20	3.99		
thin sliced											
marinated											
Breast Tenders											
regular pack			2.98	4	2.98						
value pack											
Split, bn-in Breast											
regular pack			1.98	4	1.98						
value pack											
Whole Wings			3.29	2	3.29						
Leg Quarters											
tray pack											
bagged											
Legs											
Thighs											
regular pack			0.99	11	0.99						
value pack											
Drumsticks											
regular pack			0.99	11	0.99						
value pack											
Bnls/Sknls Thighs											
regular pack											
value pack											
9-pc Combos											
drum-thigh-breast											
drum-thigh-wing											
ID	B/S Breast										
	Tenders										
	Wings		2.99	4	2.99						
	Party Wings										

Source: USDA Livestock, Poultry, & Grain Market News;

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(prices in dollars per unit or per pound unless otherwise noted)

Fri. Jun 25, 2021

PREPARED FOODS NATIONAL SUMMARY																																		
	THIS WEEK		LAST WEEK		LAST YEAR			NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.																	
Feature Rate ^{1/}	29.1% of 29,200 outlets		47.5% of 29,200 outlets		58.0% of 29,200 outlets		Feature Rate ^{1/}	40.9% of 5,500 sampled outlets			47.8% of 7,400 sampled outlets			29.9% of 6,100 sampled outlets			11.7% of 4,900 sampled																	
Activity Index ^{2/}	12,468		19,160		28,408		Activity Index ^{2/}	Activity Index = 3,549			Activity Index = 5,215			Activity Index = 2,803			Activity Index = 574																	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg		price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores																
ROTISSERIE:							ROTISSERIE:							ROTISSERIE:																				
Whole Bird							Whole Bird							Whole Bird																				
< 2 lbs.							< 2 lbs.							< 2 lbs.																				
2.1-3.0 lbs.							2.1-3.0 lbs.							2.1-3.0 lbs.																				
Whole Breast							Whole Breast							Whole Breast																				
Leg Quarter							Leg Quarter							Leg Quarter																				
FRIED & BAKED:							FRIED & BAKED:							FRIED & BAKED:																				
Fried 8-Piece Mix							Fried 8-Piece Mix							Fried 8-Piece Mix																				
Baked 8-Piece Mix							Baked 8-Piece Mix							Baked 8-Piece Mix																				
F/B 8-Piece Dark							F/B 8-Piece Dark							F/B 8-Piece Dark																				
F/B 12-Piece							F/B 12-Piece							F/B 12-Piece																				
Bulk Pack (\$/piece)							Bulk Pack (\$/piece)							Bulk Pack (\$/piece)																				
Wings: bone-in							Wings: bone-in							Wings: bone-in																				
boneless							boneless							boneless																				
Tenders							Tenders							Tenders																				
Strips							Strips							Strips																				
Popcorn							Popcorn							Popcorn																				
							SOUTHWEST U.S.							NORTHWEST U.S.							ALASKA							HAWAII						
							Feature Rate ^{1/}							Feature Rate ^{1/}							Feature Rate ^{1/}							Feature Rate ^{1/}						
							Activity Index ^{2/}							Activity Index ^{2/}							Activity Index ^{2/}							Activity Index ^{2/}						
ROTISSERIE:							ROTISSERIE:							ROTISSERIE:							ROTISSERIE:							ROTISSERIE:						
Whole Bird							Whole Bird							Whole Bird							Whole Bird							Whole Bird						
< 2 lbs.							< 2 lbs.							< 2 lbs.							< 2 lbs.							< 2 lbs.						
2.1-3.0 lbs.							2.1-3.0 lbs.							2.1-3.0 lbs.							2.1-3.0 lbs.							2.1-3.0 lbs.						
Whole Breast							Whole Breast							Whole Breast							Whole Breast							Whole Breast						
Leg Quarter							Leg Quarter							Leg Quarter							Leg Quarter							Leg Quarter						
FRIED & BAKED:							FRIED & BAKED:							FRIED & BAKED:							FRIED & BAKED:							FRIED & BAKED:						
Fried 8-Piece Mix							Fried 8-Piece Mix							Fried 8-Piece Mix							Fried 8-Piece Mix							Fried 8-Piece Mix						
Baked 8-Piece Mix							Baked 8-Piece Mix							Baked 8-Piece Mix							Baked 8-Piece Mix							Baked 8-Piece Mix						
F/B 8-Piece Dark							F/B 8-Piece Dark							F/B 8-Piece Dark							F/B 8-Piece Dark							F/B 8-Piece Dark						
F/B 12-Piece							F/B 12-Piece							F/B 12-Piece							F/B 12-Piece							F/B 12-Piece						
Bulk Pack (\$/piece)							Bulk Pack (\$/piece)							Bulk Pack (\$/piece)							Bulk Pack (\$/piece)							Bulk Pack (\$/piece)						
Wings: bone-in							Wings: bone-in							Wings: bone-in							Wings: bone-in							Wings: bone-in						
boneless							boneless							boneless							boneless							boneless						
Tenders							Tenders							Tenders							Tenders							Tenders						
Strips							Strips							Strips							Strips							Strips						
Popcorn							Popcorn							Popcorn							Popcorn							Popcorn						

Prepared Chicken
Featuring by Category

Rotisserie

Fried

Baked

Wings

Other *

* Other = tenders, strips, and popcorn

Whole Bird Featuring
Fresh versus Prepared

Fresh Whole

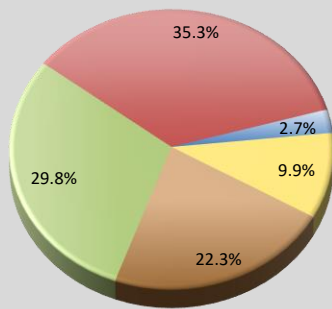
Specialty Fresh

Fresh Cutup

Roaster

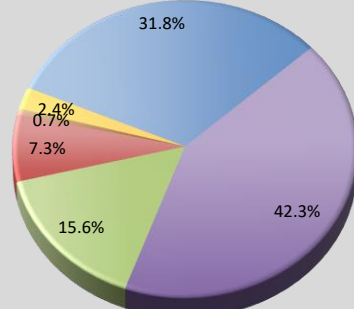
8-Pc Fried/Bkd

Prepared Chicken Featuring by Category



* Other = tenders, strips, and popcorn

Whole Bird Featuring Fresh versus Prepared



Legend: Fresh Whole, Specialty Fresh, Fresh Cutup, Roaster, Rotisserie, 8-Pc Fried/Bkd

Source: USDA Livestock, Poultry, & Grain Market News;

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Notes:



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	NATIONAL SUMMARY						<div>Feature Rate Comparison % of Stores w/ Ads by Category</div> <div><div>RegularPreparedSpecialtyOrganic</div><table><thead><tr><th>Category</th><th>Rate</th></tr></thead><tbody><tr><td>Organic</td><td>3.4%</td></tr><tr><td>Specialty</td><td>17.4%</td></tr><tr><td>Prepared</td><td>29.1%</td></tr><tr><td>Regular</td><td>78.5%</td></tr></tbody></table></div>																		Category	Rate	Organic	3.4%	Specialty	17.4%	Prepared	29.1%	Regular	78.5%
	Category	Rate																																
	Organic	3.4%																																
Specialty	17.4%																																	
Prepared	29.1%																																	
Regular	78.5%																																	
SPECIALTY CHICKEN																																		
	THIS WEEK		LAST WEEK		LAST YEAR																													
Feature Rate ^{1/}	17.4% of 29,200 outlets		20.1% of 29,200 outlets		5.3% of 29,200 outlets																													
Activity Index ^{2/}	9,643		12,130		3,263																													
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg																												
Whole Fryer	815	2.07	1,294	1.29	65	1.29																												
Bnls/Sknls Breast	3,504	3.98	4,055	4.81	345	4.25																												
Breast Tenders	1,558	5.07	843	3.95	74	3.83																												
Split, bn-in Breast	667	2.85	1,393	2.09	367	1.87																												
Whole Wings	131	3.29	198	3.12	16	1.99																												
Leg Quarters	405	1.01	350	1.00	246	0.75																												
Legs			105	1.94	118	0.99																												
Thighs	825	1.17	1,671	1.60	884	1.25																												
Drumsticks	897	1.19	1,476	1.46	1,103	1.28																												
B/S Thighs	841	3.35	745	3.36	45	3.18																												

SPECIALTY	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate ^{1/}	30.1% of 5,500 sampled outlets			9.1% of 7,400 sampled outlets			21.7% of 6,100 sampled outlets			11.7% of 4,900 sampled outlets			18.7% of 3,800 sampled outlets			7.9% of 1,300 sampled outlets		
Activity Index ^{2/}	Activity Index = 3,836			Activity Index = 1,322			Activity Index = 1,822			Activity Index = 1,030			Activity Index = 1,441			Activity Index = 137		
	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg
Whole Fryer	1.99 - 2.29	353	2.23	0.98 - 3.49	279	1.88	1.79 - 2.99	147	2.00	1.79 - 2.99	34	2.18				2.99	2	2.99
Bnls/Sknls Breast	1.99 - 6.99	1,207	4.26	2.99 - 5.49	296	3.92	1.98 - 8.79	806	4.66	1.97 - 5.99	595	3.21	1.77 - 5.99	526	3.32	1.69 - 3.49	59	2.18
Breast Tenders	4.59 - 6.99	751	5.36		200	2.48	4.49 - 6.99	330	5.81	3.48 - 4.49	142	3.88	6.99	119	6.99	4.99	16	4.99
Split, bn-in Breast	1.89 - 3.99	539	2.80	1.99 - 4.99	114	2.83	4.99	5	4.99	4.99	7	4.99				4.99	2	4.99
Whole Wings				3.29	131	3.29												
Leg Quarters	0.79 - 0.99	221	0.88	1.00	35	1.00	1.29 - 1.69	28	1.48	0.99	31	0.99	0.99	35	0.99	1.29	55	1.29
Legs																		
Thighs	0.99 - 1.29	131	1.20	0.98 - 0.99	81	0.98	0.68 - 1.79	222	1.11	1.28 - 1.79	101	1.47	0.99	270	0.99			
Drumsticks	0.99 - 1.29	131	1.20	0.98 - 1.00	116	0.99	0.68 - 1.79	222	1.11	1.28 - 1.79	103	1.47	0.99 - 1.69	302	1.06	1.69	3	1.69
B/S Thighs	2.99 - 3.49	503	3.39	2.38 - 4.99	70	3.87	4.79	62	4.79	4.98	17	4.98	1.77 - 5.99	189	2.44			
SPECIALTY	ALASKA			HAWAII														
Feature Rate ^{1/}	0.0% of 100 sampled outlets			0.0% of 100 sampled outlets														
Activity Index ^{2/}	Activity Index = 15			Activity Index = 40														
	price range	stores	wtd avg	price range	stores	wtd avg												
Whole Fryer																		
Bnls/Sknls Breast	4.99	15	4.99															
Breast Tenders																		
Split, bn-in Breast																		
Whole Wings																		
Leg Quarters																		
Legs																		
Thighs				3.39	20	3.39												
Drumsticks				3.39	20	3.39												
B/S Thighs																		

Specialty products are produced from chickens raised on an all vegetable diet without antibiotics and are minimally processed. USDA Certified Organic are products grown and processed according to USDA's national organic standards and certified by USDA-accredited State and private certification organizations. For more information, visit <http://www.ams.usda.gov/nop/>.



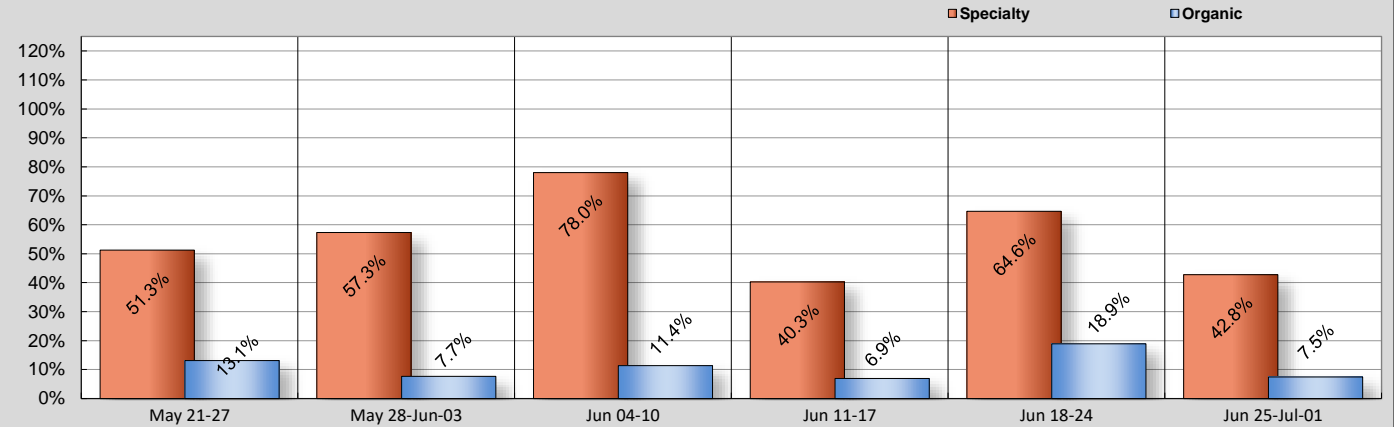
USDA National Retail Report - Chicken

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 06/25 thru 07/01.

(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

	NATIONAL SUMMARY					
	USDA ORGANIC CHICKEN					
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	3.4% of 29,200 outlets		8.5% of 29,200 outlets		0.9% of 29,200 outlets	
Activity Index ^{2/}	1,648		3,174		390	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	1,016	3.02	897	3.09		
Bnls/Sknls Breast	475	7.21	808	7.60	195	7.03
Breast Tenders			1,133	6.99		
Split, bn-in Breast			11	5.99		
Whole Wings	12	4.49	12	4.49		
Leg Quarters	--	--	--	--	--	--
Legs						
Thighs			65	5.99		
Drumsticks			248	2.82	195	2.99
B/S Thighs	145	5.99				

% of Stores Featuring Specialty/Organic Chicken vs. Regular Product⁵



⁵: % = total store count for Specialty items/by total store count for the same set of regular items.

ORGANIC	NORTHEAST U.S.				SOUTHEAST U.S.				MIDWEST U.S.				SOUTH CENTRAL U.S.				SOUTHWEST U.S.				NORTHWEST U.S.			
	9.7% of 5,500 sampled outlets				1.2% of 7,400 sampled outlets				1.5% of 6,100 sampled outlets				2.1% of 4,900 sampled outlets				3.9% of 3,800 sampled outlets				2.8% of 1,300 sampled outlets			
	Activity Index = 1,190				Activity Index = 105				Activity Index = 89				Activity Index = 101				Activity Index = 147				Activity Index = 16			
Whole Fryer	2.69	- 3.49	612	3.02	2.99	88	2.99		2.99	89	2.99		2.99	- 3.49	101	3.14	2.99	110	2.99		2.99	16	2.99	
Bnls/Sknls Breast	6.99	- 8.99	433	7.50	5.99	17	5.99										2.99	25	2.99					
Breast Tenders																								
Split, bn-in Breast																								
Whole Wings																	4.49	12	4.49					
Legs																								
Thighs																								
Drumsticks																								
B/S Thighs	5.99		145	5.99																				
ORGANIC	ALASKA				HAWAII																			
	0.0% of 100 sampled outlets				2.9% of 100 sampled outlets																			
	Activity Index = 0				Activity Index = 3																			
Whole Fryer					2.99	3	2.99																	
Bnls/Sknls Breast																								
Breast Tenders																								
Split, bn-in Breast																								
Whole Wings																								
Legs																								
Thighs																								
Drumsticks																								
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